

JULIANNE SEELY

julianneseely.com
julianneseely@gmail.com
360.927.0362



PROFESSIONAL EXPERIENCE

WILDERN DESIGN & INTERACTIVE DESIGNER

Seattle, Washington | Oct 2017 – Present

Partnered with clients to develop brand identities that aligned with their goals across multiple mediums, including logo, brand assets, motion graphics, website, image curation, art direction, social media, packaging, and environmental design. Efficiently facilitated project production through personal communication with over 25 vendors and developers.

NOTABLE PROJECTS

Sugar Plum & Pantry by Plum

Shaped the brand of an existing sweet shop and rebrand of a second sister sandwich/juice shop. Created all marketing assets for monthly tastings and events, designed seasonal packaging and consulted on interior design. Led content strategy, including photoshoots and animations for 4k follower Instagram while simultaneously scaling sister company account from the ground up.

SeaChange Fund

Visualized brand direction, logo, collateral and website with targeted messaging for venture capital fund that has invested over \$5 million in early stage start-ups over 3 years.

Nu-Med Plus

Reenvisioned the digital presence of a medical device company valued at more than \$1 million through a website redesign that included establishing a visual direction, sourcing photography, creating illustrations and animations, presentation collateral and product styling.

CREATIVE RETAIL PACKAGING DESIGNER

Seattle, Washington | Jan 2016 – Oct 2017

Successfully formulated tailored design solutions for over 30 clients by leveraging brand recognition, digital marketing, packaging experiences and system efficiency. Fostered positive client relations through clearly presenting concepts to primary owners and stakeholders. Collaborated closely with other designers as well as with national vendors to produce products to the client's specifications.

NOTABLE PROJECTS

Knack

Redefined the gifting experience through a fully branded packaging solution while taking into account packaging costs, assembly time, and variable gift sizes. Formulated a solution for a personalized booklet outlining the gifts in each box.

CRP Promotional Gift

Partnered with structural designer to conceptualize, design and produce a holiday gift for all top CRP clients and prospective accounts. Included creating styleboard, paper and materials selection, graphic assets and custom illustrated tote-bag for a non-profit partner.

WINGMAN BREWERS FREELANCE DESIGNER

Tacoma, Washington | Jan 2015 – Present

Strategically expanded the brand across multiple touch points including, shipping boxes, keg collars, over 45 beer labels, marketing collateral and merchandise with illustrations, typography, and dieline application.

EDUCATION

BFA DESIGN

WESTERN WASHINGTON UNIVERSITY

Bellingham, Washington | 2011 - 2015

3.85 GPA

DESIGN SKILLS

Branding/Identity
Web Design
Package Design
Motion Graphics
Illustration
Print Production
Typography
App Design
Wireframe
Prototyping

TECHNICAL PROFICIENCY

Adobe Creative Suite
Adobe After Effects
HTML / CSS
Sketch
Sketch Up
Mac / PC
CMS: Wordpress / Squarespace
Invision

ACCOLADES

FEATURED IN PACKAGING OF THE WORLD

PROJECT: KNACK

Spring 2018

OUTSTANDING GRADUATE DESIGN DEPARTMENT

WESTERN WASHINGTON UNIVERSITY

Spring 2015

BABCOCK MEMORIAL SCHOLARSHIP FUND IN DESIGN PRODUCTION

WESTERN WASHINGTON UNIVERSITY

Academic School Year 2014 - 2015

PRESIDENT'S LIST

WESTERN WASHINGTON UNIVERSITY

Fall 2011, Fall 2012, Winter 2012, Spring 2012,

Winter 2013